

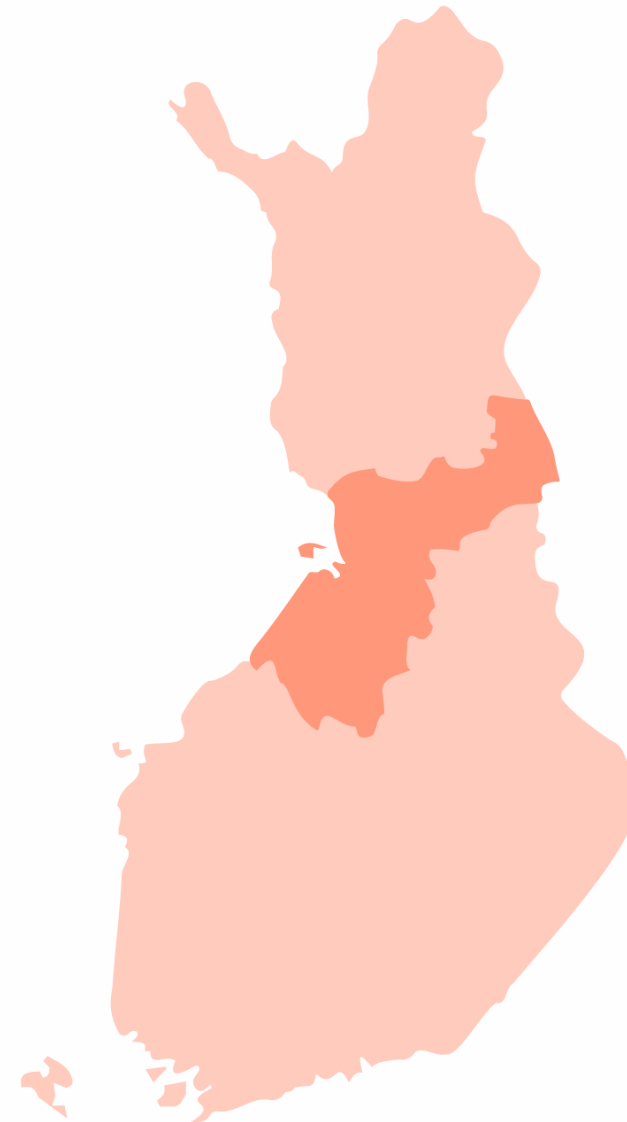


The wellbeing services county of North Ostrobothnia

Wellbeing, health and safety –
built together

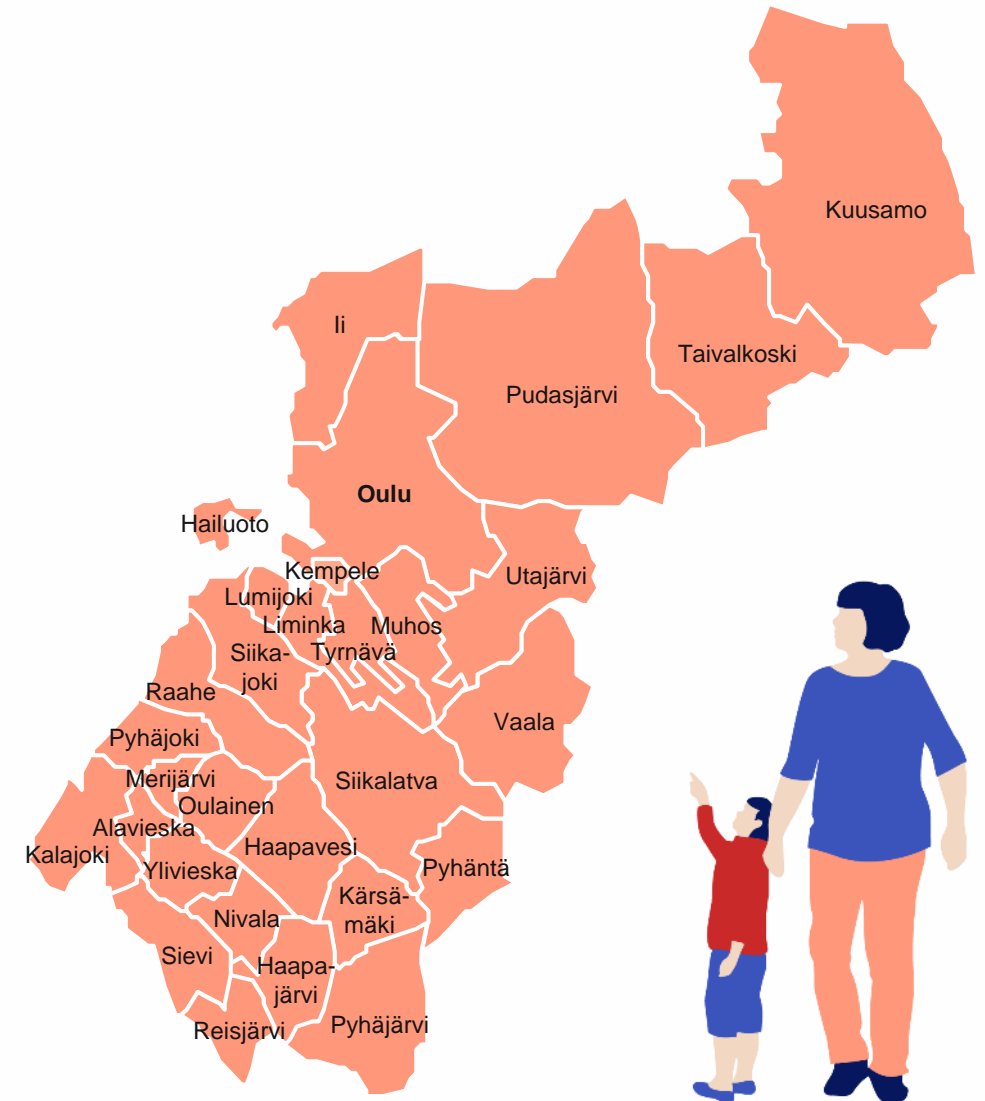
The wellbeing services county of North Ostrobothnia, Pohde

- The wellbeing services county of North Ostrobothnia, Pohde, is responsible for organising public health care, social welfare and rescue services in the area.
- Pohde is one of the largest wellbeing services counties in Finland with a population of about 418,000 inhabitants in North Ostrobothnia.
- We are in the process of building the smartest hospital in the world: Oulu University Hospital will be renovated and rebuilt by 2030. The hospital will serve all residents in North Ostrobothnia and northern Finland.
- Pohde is the largest employer in North Ostrobothnia with nearly 18,000 professionals in various professions.
- We are developing our services to be even more versatile. Reforms take time, which means that the transition is taking place during the coming years.



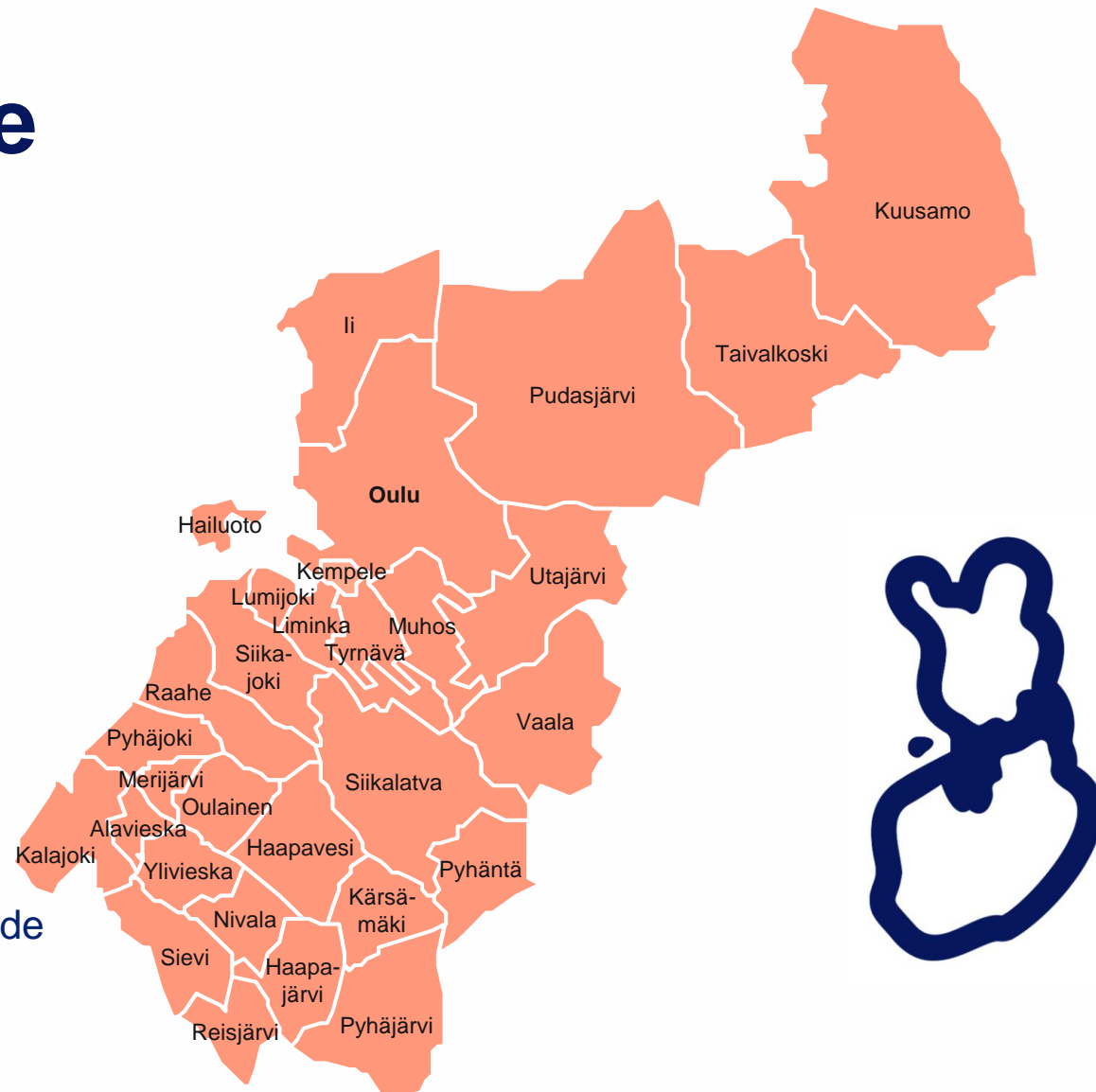
The wellbeing services county of North Ostrobothnia, Pohde

- The wellbeing services county of North Ostrobothnia, Pohde is one of 21 wellbeing service counties in Finland. The emphasis is on basic services and early problem prevention.
- Pohde emphasises inclusion, early stage support and voluntary improvement of health and welfare.
- The area consists of 30 municipalities:
 - Alavieska, Haapajärvi, Haapavesi, Hailuoto, Ii, Kalajoki, Kempele, Kuusamo, Kärsämäki, Liminka, Lumijoki, Merijärvi, Muhos, Nivala, Oulainen, Oulu, Pudasjärvi, Pyhäjoki, Pyhäjärvi, Pyhäntä, Raabe, Reisjärvi, Sievi, Siikajoki, Siikalatva, Taivalkoski, Tyrnävä, Utajärvi, Vaala ja Ylivieska



The wellbeing services county of North Ostrobothnia, Pohde

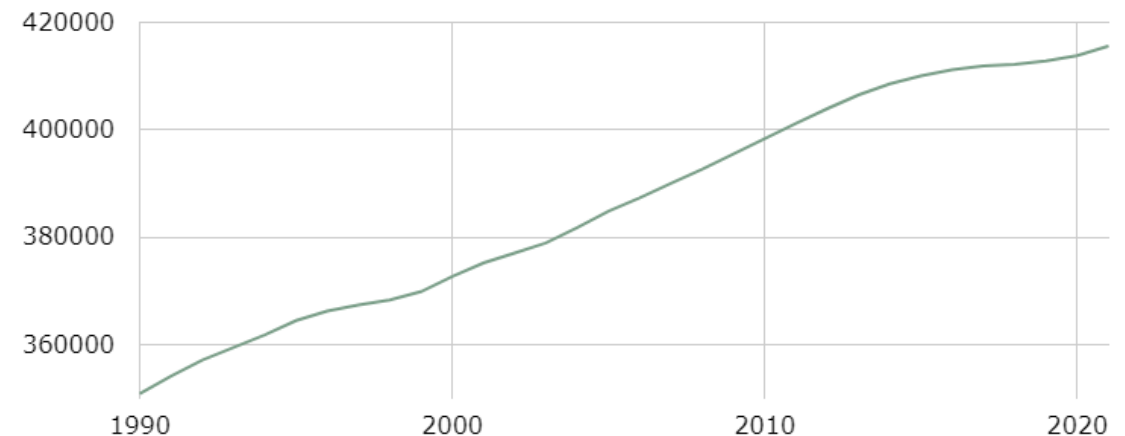
- Serves approximately 418,000 inhabitants
- Number of personnel 18,000
- Budget in 2024 around 2,1 billion euros, of which government fundings 1,8 billion euros
- Unified 19 health care and social welfare organisations as well as 2 rescue services in the region
- Decision-making bodies of the wellbeing service county are for example the county council and county board
- Oulu University Hospital (OYS) is part of Pohde and serves all inhabitants in northern Finland



Operational Environment and Need for Services

- People need and receive services in varying amounts and ways in North Ostrobothnia.
- North Ostrobothnia has both sparsely and densely populated areas.
- There are differences in wellbeing and safety risks.
- At the moment, the population is young, but age distribution is changing more rapidly than in any other county.
- Simultaneously the birth rate is declining and dependency ratio is changing.
- In 2023 there were over 418,000 inhabitants in North Ostrobothnia.

Pohjois-Pohjanmaan asukasluvun kehitys



Source: Council of Oulu Region,
<https://www.pohjois-pohjanmaa.fi/kehittaminen/ennakointi-ja-tilastotieto/vaesto/> (in Finnish)

Operational Environment: Challenges and Possibilities

- Safeguarding a sufficient amount of skilled and wellbeing personnel.
- Recognising the causes of and problems caused by unemployment, marginalising structures and poverty, and building effective measures with other actors.
- Guaranteeing coordinated leadership, activities, and culture. Ensuring equality.
- Nationally led calculated funding, mainly based on need for services.
- Utilizing the opportunities created by digitalisation and online services.
- Impact of changing legislation.

Operational Environment: Challenges and Need for Services

- Increased malaise and high need for mental health services within children, adolescents, and families.
- Clearing medical, service as well as rehabilitation debt caused by COVID-19.
- Organising services for those residents who need multisectoral support and coordinated services.
- Taking into account the diversity of inhabitants and the needs of those in a vulnerable situation.

Number of employees

Health care and social welfare personnel

Approx. 16,000

Administrative and support personnel

Approx. 1,000

Rescues services personnel

Approx. 365 with permanent contract

Contract staff approx. 1,200, of which

- in alarm departments 810
- in youth departments 250
- in women's departments 100
- in supporting departments 50

Personnel

- Number of personnel at the end of 2023: 17,902
- Amount of nursing staff: 61 %
- Amount of men: 16,7 %. Amount of women: 83,3 %
- Average age: 44,5 years
- Different titles: 545
- Most common title is registered nurse. Pohde employs 4,322 registered nurses.

Funding

- Population projection within the wellbeing services county for 2023 is 416,325 inhabitants. The budget for 2024 is approx. 2,1 billion euros, of which government fundings comprise of 1,8 billion euros.
- Government funding is allocated to counties based on calculated criteria and it is reviewed annually. Fundings are based on for example the number of residents in the wellbeing services county (approx. 13 %) as well as by the criteria for promoting health and wellbeing.

Strategy for The wellbeing services county of North Ostrobothnia, Pohde

- The strategy sets objectives that direct activities and finances. As a first step, the objectives are outlined for years 2023-2025.
- The objective is to improve wellbeing, health, and safety in North Ostrobothnia and to reduce need for services. The base for good daily life is built on preventative measures, self-directed risk management, and functional services close to the people.
- The strategy takes into account personnel's well-being at work and skills development. Collaboration with municipalities, businesses, organisations, and other essential actors guarantees that the customer receives needed services effortlessly and at the right time.
- The University Hospital of the wellbeing services county is a pioneer in trying out and utilizing new innovative technologies and approaches.

Strategy for the Wellbeing Services County of North Ostrobothnia

SERVICE PROMISE

Wellbeing, health and safety
– built together

VALUES – STARS OF THE WELLBEING SERVICES COUNTY

- ★ We see a **person**
- ★ We meet with **professionalism**
- ★ We lead the way in **effectiveness**



FOCUS AND STRATEGIC PRINCIPLES

For the people



1. Emphasis on inclusion, early support, and self-management of health and wellbeing.
2. Services are necessary and close to people in many different ways.
3. Service system is coordinated.

Skilled personnel



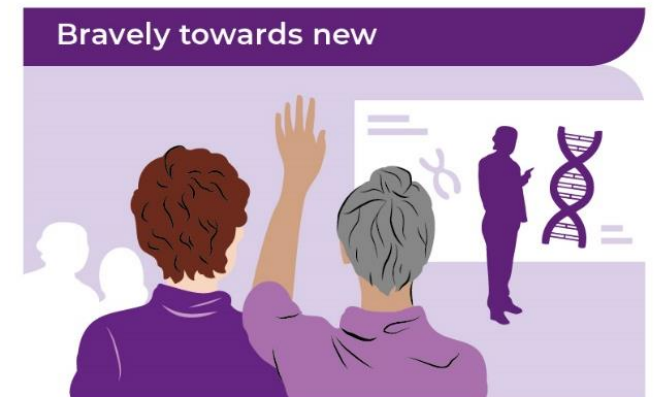
7. Personnel takes part in and develops effective activities.
8. The wellbeing services county is a respected employer and educator.
9. Leadership supports personnel's well-being at work and skills development.

Together effectively



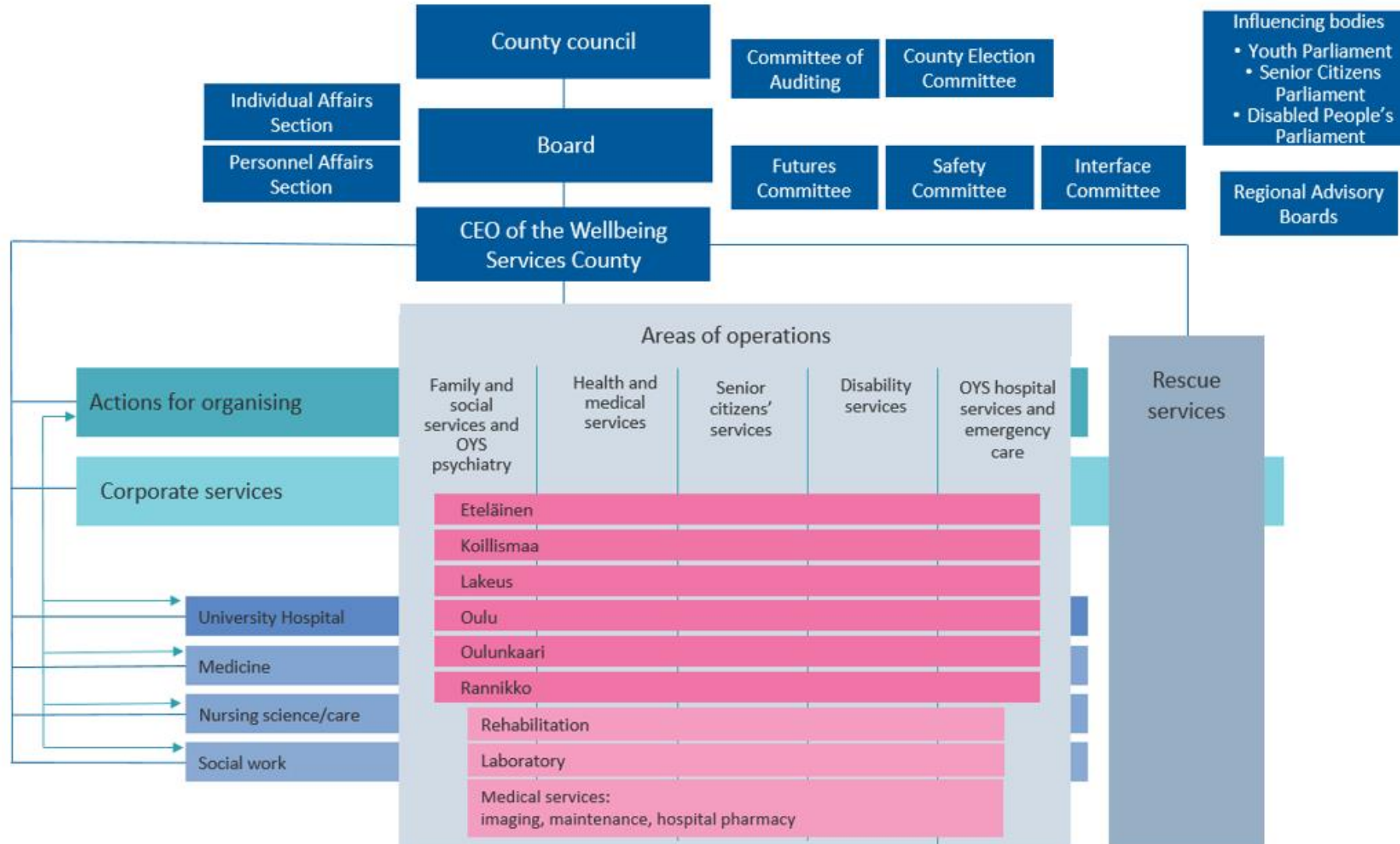
4. Improved preventative and primary services.
5. Service network reshaped together with municipalities, businesses, and organisations.
6. Cost development corresponds to funding.

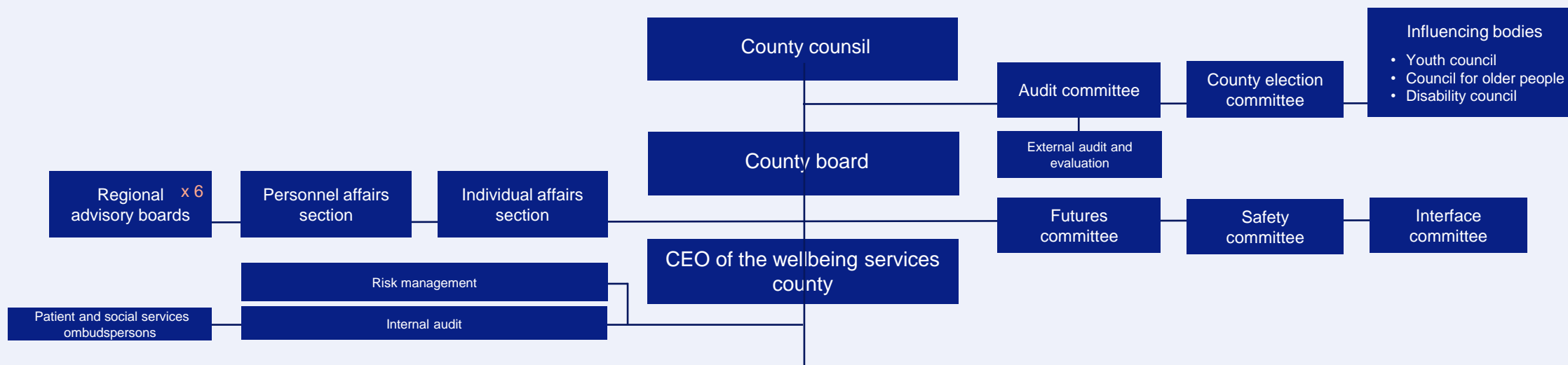
Bravely towards new



10. Renewed leadership model and form of operation.
11. Knowledge, research, and practical trials direct to effective approaches.
12. Reforming belongs to us all.

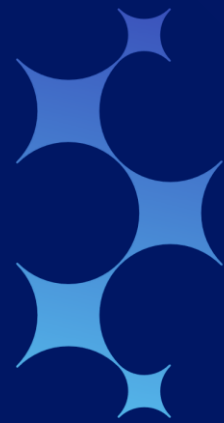
Organisation structure





Decision making

The highest decision-making body of the wellbeing services county is the county council, which members and deputy members are elected in regional elections. The county council appoints the county board. Different influencing bodies include for example the sections of the board and different committees. The agendas and transcripts of the bodies are public.



Pohde

Pohjois-Pohjanmaan
hyvinvointialue